CASE STUDY

ROI and How Sofwave Fits Into a Surgical Practice

RENATO SALTZ, MD

"Sofwave aligns perfectly with our vision of providing patients with non-invasive and surgical solutions that deliver results they can trust."

Dr. Renato Saltz



PRACTICE SNAPSHOT

Name: Saltz Plastic Surgery & Spa Vitoria

Location: Park City and Salt Lake City, Utah

Practice Focus and Size: Saltz Plastic Surgery & Spa Vitoria has been a pillar in aesthetic medicine for over 20 years. The practice is recognized nationally and internationally for its surgical excellence, innovation, and patient-centered care.

Spa Vitoria was founded and is led by a plastic surgeon, ensuring that every treatment—surgical or non-surgical—is guided by medical principles, anatomical understanding, and a commitment to patient safety and results.

Dr. Saltz is a global thought leader in aesthetics, Past President of ISAPS (International Society of Aesthetic Plastic Surgery) and ASAPS (The Aesthetic Society), and serves as an Adjunct Professor at the University of Utah School of Medicine.

The providers at Saltz Plastic Surgery collectively bring over 100 years of combined clinical experience, blending surgical precision, advanced medical aesthetics, and regenerative wellness to deliver natural, long-lasting results.

The team includes two surgeons, one surgical PA, one RN, two medical assistants, five licensed master aestheticians, five front desk associates, and three administrative leaders, all working cohesively across two locations.

Patient Demographics: 40% – **60+**
15% – **50+**
15% – **40+**
10% – **30+**

15% – **Male**
85% – **Female**

Saltz Plastic Surgery has more than 650 VIP Members who visit at least every 3 months and have incentivized pricing for their top treatments, including Sofwave.

CHALLENGE

As a leader in aesthetic medicine, Dr. Renato Saltz sought to expand his practice's non-invasive offerings to better serve patients who wanted visible results without downtime. While the practice had already established a reputation for surgical excellence, there was an increasing demand for effective, non-surgical options that could complement or delay surgery.

Q: What gaps or challenges led Saltz Plastic Surgery to consider Sofwave?

Before integrating Sofwave, patients seeking moderate skin tightening were typically directed toward RF microneedling, injectable biostimulators, or surgery. While these modalities offer excellent outcomes, many patients desired treatments focused exclusively on tightening, rather than resurfacing

sofwave™ + pureimpact VIP™

Sofwave Treatment – Courtesy of Renato Saltz, MD
51-year-old – 1 treatment session



BASELINE 3 WEEKS POST



BASELINE 3 WEEKS POST

or texture improvement. Additionally, the downtime, discomfort, and invasiveness of other procedures were barriers for patients with active lifestyles or those wanting subtle, effortless results.

Sofwave filled this critical gap, offering true subdermal skin tightening for patients not yet ready for surgery.

SOLUTION

To meet this need, Dr. Saltz integrated Sofwave into his Aesthetic Facial Program. This program was designed to give patients a full-service experience that combines non-surgical, non-invasive techniques with the expertise of board-certified surgeons and highly trained staff.

Q: Why did Saltz Plastic Surgery choose Sofwave over other technologies?

As a global educator and former president of both ISAPS and ASAPS, Dr. Saltz has trained thousands of surgeons worldwide and continues to champion technologies that elevate patient safety and predictability of outcomes.

His early adoption of Sofwave reflects the same standards he applies when teaching or evaluating innovations for global aesthetic conferences.

New technologies at Saltz Plastic Surgery are adopted only after thorough evaluation and hands-on testing.The team, including Dr. Saltz, personally tested Sofwave and observed noticeable tightening and visible skin improvement over time. The FDA clearance for brow lifting and submental tissue tightening was a major factor, reinforcing its clinical safety and efficacy. In addition, peer recommendations, scientific validation, and broad applicability made Sofwave a natural fit for the practice's results-driven, patient-centered approach.

Q: How does Saltz Plastic Surgery introduce Sofwave (e.g. patient education, staff training, marketing)?

Saltz Plastic Surgery introduced its first Sofwave device in Fall 2023, followed by a second system in Winter 2023–2024 due to growing demand. A Zimmer chiller was added shortly after launch to enhance comfort, and by Summer 2025, a VIP pricing structure was introduced for members.

The launch campaign included influencer events, email marketing, social media promotions, internal referral incentives, and introductory specials. Licensed master aestheticians perform the treatments, and many patients have incorporated Sofwave into their skin health protocols alongside complementary modalities.

Q: How does Saltz Plastic Surgery position Sofwave in relation to surgical and injectables?

Sofwave is positioned as a treatment that offers 'support and volume,' not as a surgical replacement, but as a meaningful non-invasive tightening solution. While offered for the face, neck, and select body areas, facial treatments remain the most popular due to higher demand and favorable cost-to-result ratios.

Combination protocols are common, and with our recommendation, patients typically receive annual or biannual face/neck treatments. Sofwave is frequently paired with BBL/Moxi, often in the same treatment, depending on goals and lifestyle.

Patient education is key- providers emphasize realistic expectations and clarify that Sofwave complements, rather than replaces, other options like surgery or injectables.

Because there is no seasonality to Sofwave, it fits Utah's four-season, active climate perfectly, appealing to patients who want visible results with no downtime or sun restrictions.

RESULTS & ROI

Financial Impact

Q: From a business perspective, how has Sofwave contributed to revenue growth? (average monthly treatments, revenue per patient, % of patients new to practice, time to ROI)

Sofwave quickly became a profitable addition to the practice's non-surgical portfolio.

- Average monthly revenue: ~$50,000
- Average monthly treatments: 20–30
- Average revenue per treatment: ~$2,000
- Time to ROI (two devices, $130,000 total): < 3 months

Summary: Sofwave delivers steady monthly revenue, strengthens patient retention, and accelerates growth within the non-surgical segment. The investment was recovered within the first year through consistent demand and high patient satisfaction.

Patient Impact

Q: What has been the patient response—both in satisfaction and demand?

Patient feedback has been overwhelmingly positive. Most describe Sofwave as comfortable, quick, and easy to fit into their routine, especially with the addition of the Zimmer cooling system. Results develop gradually over several months, which reinforces patient trust and drives repeat visits. Patients appreciate the natural tightening effect without downtime.

Q: How does Sofwave drive repeat business, referrals, or surgical conversions?

Sofwave has driven both repeat business and new referrals, bolstered by strong brand recognition and clinical credibility. Existing patients return for maintenance every 6–12 months, while new patients often start with Sofwave before expanding into injectables or other treatments. The technology has also become a bridge to surgical care—patients who start with Sofwave often return years later for facial rejuvenation procedures, already confident in the team and philosophy of care.

Operational Impact

Q: How has Sofwave affected staff workflow and efficiency?

Sofwave integrates seamlessly into daily workflow and required no major operational changes. Treatments are performed by licensed master aestheticians in designated rooms, maintaining consistent quality and efficiency. Staff enjoy performing the procedure and report high satisfaction with both outcomes and patient feedback.

FIT INTO THE BUSINESS MODEL

Sofwave now plays an essential role in Saltz Plastic Surgery's patient journey:

- First Step: A gateway treatment for younger patients seeking preventative care.
- Enhancement: Used with injectables and other energy-based devices to optimize results.
- Maintenance: Helps surgical patients extend and maintain their outcomes over time.

Q: Where does Sofwave fit in to the practice's overall strategy (gateway treatment, patient retention, competitive advantage)?

Sofwave has become a core offering in the practice's aesthetic ecosystem. It serves as a top-tier maintenance and preventative procedure, an enhancement alongside injectables and lasers, and a maintenance tool to extend surgical results. This versatility aligns with the practice's philosophy of natural, lasting outcomes that enhance each patient's unique beauty.

Equally important, being an early adopter of advanced technologies is a cornerstone of Saltz Plastic Surgery's approach. Dr. Saltz and his team recognized Sofwave as an opportunity to differentiate the practice in Utah's aesthetic market- to lead with innovation, stand out among competitors, and continually "wow" patients with cutting-edge results.

Q: Has Sofwave attracted a new type of patient to the practice?

Sofwave has broadened the practice's reach to a new demographic- patients with pigmented skin types, needle aversion, or preference for non-invasive solutions, particularly those in their late 30s to early 40s seeking early intervention. Sofwave has also strengthened retention among post-surgical patients who want to maintain their results.

The treatment's safety profile, reliability, and brand reputation continue to reinforce the trust associated with the Saltz name.

Q: If you had to explain Sofwave's business value to another surgeon, what would you say in one line?

"Sofwave bridges the gap between skincare and surgery, delivering visible tightening with minimal downtime, outstanding safety, and reliable, natural-looking results."
— Renato Saltz, MD

KEY TAKEAWAYS

- **Rapid & Strong ROI:** The investment in two devices was recovered in under 3 months, immediately establishing Sofwave as a profitable asset generating $50,000 in monthly revenue.
- **Fills Critical Non-Surgical Gap:** Sofwave offers true dermal lifting and for patients looking for visible results with minimal-to-no downtime.
- **Bridge and Gateway to Surgery:** It serves as an effective "gateway treatment" for patients not yet ready for a facelift, building trust that often leads to surgical conversion later.
- **Enhances and Maintains Surgical Results:** Sofwave is strategically used to extend and maintain outcomes for post-surgical patients, reinforcing patient retention.
- **Broadens Patient Demographics:** Sofwave's safety profile and non-invasive nature attract new patient segments, including those with pigmented skin and needle aversion.
- **Seamless Integration:** The device integrates easily into the existing workflow, and treatment can be delegated to master aestheticians.